

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
May 2, 2019 MINUTES

Call to Order

At 6:35 PM, the Highland Main Street (HMS) meeting was called to order by Vice President Doug Van Ramshorst at Highland Town Hall, 3333 Ridge Road in Highland, Indiana.

Roll Call:

The following were present: Board Members Lola McKay, Renee Reinhart, Doug Van Ramshorst, Marie Russo, Kali Rasala, Kellie Shelton, Aubrey Velasquez, Mary Wells and Redevelopment Assistant Lance Ryskamp. Board Members Julie Larson, Teri Yovkovich, Emily Foreit, Mary Ellis, Dawn Diamantopoulos were absent. Also present was Nan Mason, of YaYa Sisters, and Najeb Ariffee, of Vyto's Pharmacy.

Minutes:

Lola McKay made a motion, seconded by Marie Russo, to approve minutes from April 4, 2019 meeting. The motion passed on a voice vote 8-0.

Community Garden Committee

The Redevelopment Assistant provided the Board an updated project budget. Renee Reinhart reported that the committee is looking at obtaining wood for the beds from Tri-Creek Lumber & Hardware, as well as updating the Board on the plant donation process through Scheeringa's and Zandstra's. She also reported that the garden's Planting Day would be held on May 18th. There was also general discussion concerning possibly placing benches or picnic tables at the site, as well as the possibility of growing pumpkins in the Fall.

Events Committee

The Redevelopment Assistant provided the Board with an overview report on Main Street events to date.

Car Cruise

The Redevelopment Assistant provided the Board with a Revenue/ Expense sheet to date for the Car Cruise. He advised the Board that there were some last-minute sponsorships that brought the revenue side up. He said that the flyers are being produced and when ready, volunteers will be needed to help distribute them. He also asked if one of the Board members could bring a tent to the event.

Last Call For Summer

The Redevelopment Assistant provided the Board with a Revenue/ Expense sheet to date for the event. He reported that the Park Board approved event site plan and assessed an event fee of \$300. He also reported that quotes for insurance and sound equipment would be the same as 2018, but due to a larger beer garden, a third security officer would be required for 2019. There was a discussion about the proposed art tent and other children activities. The Redevelopment Assistant said he will continue to send out food vendor and sponsorship applications and provided Board members with a copy of the sponsorship letter.

Festival of the Trail

The Redevelopment Assistant said he had been sending out vendor booth applications and had he reached out to 3 possible food trucks to be part of the festival.

Art Committee

Mural- Indiana OCRA Grant

The Redevelopment Assistant reported that site locations and potential artists for the remaining two downtown murals, funded in part by a State of Indiana OCRA Grant are ongoing.

Downtown Promotions Committee

The Redevelopment Commission Assistant said that some possible alternate sites had been found that would allow possibly three “3rd Sunday” events, even if there was road construction on Jewett Street. Kellie Shelton said that after speaking to Kelly Benoit about the event series that too much time had passed to try and get on vendors’ summer schedules and holding any events in 2019 would not be feasible. After a discussion, the consensus of the Board was to re-visit the event idea when the Board begins drafting its 2020 Action Plan.

There was additional discussion as to when to have the first downtown sidewalk sale. Because of the road project, Nan Mason said it would be difficult to schedule a promotion, and merchants will need to focus exclusively on how to financially survive any road closures and reduced business this project will create.

Design/ Aesthetics & Historic Preservation Committee

The Redevelopment Assistant reported that there was a new request from Hoosier Highlander for Community Property Improvement Grant funding consideration. In addition, he reported on plans for the demolition of the former Maria’s Buena Cocina, at 8620 Kennedy.

Discussion

There was some discussion on the status of new businesses moving into downtown, as well as the possibility of a new ice cream and candy shop at the former 4th Street location of The Annex. The Redevelopment Assistant said that he wasn’t aware of the project and had nothing he could report.

Adjournment

With no further business, Lola McKay made a motion, seconded by Marie Russo, to adjourn. It passed on a voice vote 8-0. The meeting was adjourned at 7:21 PM.